

City of Tempe
General Plan 2030

DRAFT II

A. Introductory Statement	5
B. Historic Timeline.....	7
C. Regional Context.....	13
D. Demographics and Statistics.....	23 <u>25</u>

A. Purpose Authorization and Administration of General Plan 2030	43 <u>49</u>
B. General Plan History	45 <u>51</u>
C. How the General Plan relates to other Planning Tools.....	47 <u>53</u>
D. Summary of 2030 Public Participation Plan	54
E. General Plan Amendment Process	56
D-F.	Document Organization
.....	48 <u>58</u>
E. Summary of 2030 Public Participation Plan {this line moved}	49
F. General Plan Amendment Process {this line moved}	50

A. Land Use	55 <u>64</u>
B. Accessibility	75 <u>84</u>
C. Community Design.....	79 <u>88</u>
D. Historic Preservation	83 <u>92</u>
E. Housing	89 <u>98</u>
F. Neighborhoods	99 <u>106</u>
G. Redevelopment.....	105 <u>113</u>

A. Economic Development	111 <u>121</u>
B. Cost of Development.....	115 <u>125</u>
C. Growth Areas	119 <u>129</u>
1. Apache Boulevard	
2. Arizona State University	
3. Downtown Tempe	
4. McClintock/Crosspoint Redevelopment Area	
5. Papago Park Center	
6. Town Lake	
7. Warner and I-10	

V. Conservation

A. Environment.....	137 <u>147</u>
1. Air Quality	
2. Noise Nuisance	
3. Ambient Temperature	
4. Energy	
B. Land	145 <u>155</u>
1. Remediation	
2. Habitat	
3. Solid Waste	
C. Water	151 <u>161</u>
1. Water	
2. Wastewater	
3. Stormwater	

VI. Transportation

A. Pedestrian Network.....	163 <u>174</u>
B. Bikeways.....	167 <u>178</u>
C. Transit	171 <u>182</u>
D. Travelways.....	175 <u>186</u>
E. Motorists	179 <u>190</u>
F. Parking and Access Management	183 <u>194</u>
G. Aviation	187 <u>198</u>

VII. Open Space, Recreational and Cultural Amenities

A. Open Space	193 <u>204</u>
B. Recreational Amenities.....	199 <u>210</u>
C. Public Art & Cultural Amenities	205 <u>217</u>

VIII. Public Facilities & Services

A. Public Buildings	215 <u>227</u>
B. Public Services	223 <u>235</u>
C. Human Services.....	229 <u>241</u>
D. Public Safety	235 <u>247</u>
1. Emergency Management	
2. Fire	
3. Law Enforcement	

IX. AppendixConclusion

A. Glossary.....	243 <u>257</u>
B. <u>Sources Cited</u> Reference Bibliography	253 <u>269</u>
D. Ahwahnee Principles.....	256 <u>275</u>
E. The Charter of the Congress of New Urbanism	258 <u>277</u>

F. Index.....	261 <u>281</u>
E. Acknowledgements	262 <u>285</u>

I. INTRODUCTION

Chapter Tab Page
Chapter Tab Page

BACK SIDE

Chapter Tab Page
Chapter Tab Page

~~A~~-Introductory Statement

In the words of Lewis Mumford on *The Essence of the City* “...one key to urban development should be plain – it lies in the widening of the circle of those capable of participating in it, till in the end all men will take part in the conversation...” *

On behalf of its residents and through its elected leaders and professional staff, the City of Tempe is committed to building and maintaining an attractive and sustainable community.

General Plan 2030 is the culmination of numerous hours of work by Tempe citizens, stakeholders and staff. It's goal is to provide the framework for development in Tempe that not only honors where Tempe has been, but looks to the future to improve the quality of life for all those who live, learn, work and play within the ~~C~~city's boundaries.

As Tempe looks forward to preserving and revitalizing itself, General Plan 2030 affirms the ~~C~~city's long term commitment to a quality ~~built~~ environment.

A special thanks to the members of the General Plan 2030 Advisory Team, ~~citizens~~residents and planning staff who spent valuable time attending public meetings, responding to surveys and providing their expertise to ensure that General Plan 2030 reflects the common ~~ethos~~-character and spirit of Tempe.

Tempe Vision

Tempe's vision ~~for itself~~ in the year 2030 is one of livability – visually attractive, transit sensitive, revitalized neighborhoods and ~~citizen~~-community participation in making crucial decisions about the future.

Tempe Mission

The mission of the City of Tempe is to ~~work~~ make_ Tempe the best place to live, learn, work and play.

Tempe Values

- People
- Integrity
- Respect
- Openness
- Creativity
- Quality

General Plan 2030 Mission

The mission of General Plan 2030 is to guide Tempe in its efforts to maintain a livable and sustainable urban environment that is sensitive to issues that impact the people who live, learn, work and play in Tempe. The focus is on land use, ~~and~~ maintenance and management, affirming Tempe's commitment to quality physical development ~~and standards that visually reflect the city~~. The primary purpose of the General Plan is to assist the City Council, Boards and Commissions, staff, developers and ~~citizens~~residents throughout the development process by presenting the ~~C~~city's formally adopted goals, objectives and development policies ~~by~~- through which land use proposals will be measured.

*Lewis Mumford (b. Oct. 19, 1895- d. Jan. 26, 1990) was an American writer, urban planner and historian. He analyzed the effects of technology and urbanization on human societies throughout history. He authored many books and articles, was an architectural critic for *The New Yorker* magazine, and is well known for philosophical and critical planning observations. Article source is cited with other reference documents at the end of the General Plan.

B. Historic Timeline

History reflects the community culture and planning philosophy. ~~Thise following~~ timeline outlines the ~~historic development of the~~ City of Tempe's historic development. Understanding where the community has been enables us to understand where we are going. ~~history reflects the community culture and planning philosophy.~~ Recognizing By evaluating our successes and failings ures, we can be inspired by what has worked in the past and aspire to fix-change what has not.

A.D. 300 - 1400 Hohokam

The Hohokam ~~people community~~ established an extensive ~~civilization settlement~~ based on canal irrigation and floodwater farming. At the time, they had the largest canal system ~~of canals~~ in North America. The Hohokam established several villages in what is now Tempe. Early civilization The Hohokam culture declined, presumably ~~after growth with~~ due to limited resources ~~could not survive and~~ environmental changes factors.

1500-1700 Arrival of the Europeans to the area that ~~what~~ is now southeastern Arizona

- 1539 Fray Marcos de Niza and Estevan, Spanish Missionary and ~~African explorers~~ his Moorish guide, explored the area, ~~first enter~~
- 1540 Francisco Vasquez de Coronado, ~~a~~ Spanish Conquistador, claimsed the land for Spain.
- 1700 Father Eusebio Kino, ~~a~~ Jesuit Missionary, namesd and mapsed the Rio Salado.
- 1821 Spain transferrsed its interests to the newly formed Republic of Mexico.
- ~~1846-48 Mexican War between new Mexican Government and United States Government. {this line moved}~~

A.D. 1821~~2~~-1853~~2~~ Mexican sSettlement ~~of in area that~~ ~~what~~ is now southern Arizona

- 1821~~2~~-53 The Hispanic community establishesd ~~themselves itself~~ despite changes in government and coexisted with several Native American groups that livinged in the area.
- 1846-48 The Mexican War involved the new Mexican Government and the United States, resulting in the transfer of land north of the Gila River to United States Territory.

Petro <u>e</u> glyph	Canal	Old map showing Rio Salado labled	Early hispanic settlers

1854~~3~~-1912 Territorial History

- 1854~~3~~ The Gadsden Purchase acquiresd almost 30,000 square miles south of the Gila River for the United States.
- 1862 The Homestead Act enablesd settlers to live on and acquire up to 160 acres of land.
- 1863 President Lincoln signsed the Organic Act, making Arizona a Territory.
- 1865 Fort McDowell was established, leading to Salt River Valley ~~settlement and commerce.~~
- 1867 Jack Swilling, an entrepreneur, startsed the Swilling Irrigation Company.
- 1870 Jack Swilling and B.W. Hardy startedd Hardy Canal Co-mpany, which later ~~to beco~~ ame Tempe Irrigating Canal Co-mpany

- 1870 The first census report~~sed~~ that ~~the~~ Arizona Territory had 9,658 residents. Phoenix townsite ~~i~~was laid out.
- 1871 Maricopa County ~~i~~was created.
- 1872 William Kirkland & James McKinney buil~~et~~ the Kirkland-McKinney ditch south of the Salt River.

1871-1879 Hayden's Ferry

- 1871 Charles Trumbell Hayden establishe~~sd~~ a store, ~~a~~ flour-mill, and a ferry transport service.
- 1872 The area bece~~a~~mes known as Hayden's Ferry, and a post office ~~i~~was established. San Pablo Community was founded with 80 acres of donated land near the base of ~~the~~ Tempe ~~b~~Butte.
- 1877 Desert Land Act enabled settlers to acquire up to 640 acres (a square mile) if land was irrigated within ~~3~~three years~~;~~ ~~N~~no requirements to live on the land started Valley- land speculation.
- 1878 Mesa ~~i~~was founded to the east of Hayden's Ferry.
- 1879 Darryl Duppa initiates~~sd~~ a name change ~~of Hayden Ferry~~ to Tempe~~;~~ inspired by the Greek Vale of Tempe.

Canal excavation	Territorial building	Photo of early entrepreneurs	Photo of area.

1879-1894 Village of Tempe

- 1885 The Territorial Normal School was established by the 13th Territorial Legislature.
- 1887 The new Phoenix and Maricopa Railroad link~~sed~~ Tempe with Phoenix~~;~~ ~~P~~providing transport of cotton, citrus, dates and flour across the Salt River.
- 1887 The Tempe Land and Improvement Company ~~i~~was incorporated.
- 1888 Scottsdale ~~i~~was founded.
- 1892 The Kibbey Decision grant~~eds~~ Tempe landowners guaranteed water supply rights.

1894-1912 Town of Tempe

- 1894 The "Village" of 1.88 square miles and 900 residents, officially bece~~a~~mes the "Town of Tempe~~;~~" ~~;~~ Tempe he~~e~~lds its first municipal election.
- 1898 Electric lights ~~a~~were installed ~~in downtown Tempe~~.
- 1900 The Sunset Telephone Company bring~~s~~ought the first phone service to Tempe.
- 1902 Tempe's first domestic water system ~~i~~was established by Ordinance No~~.~~umber 64.
- 1902 A volunteer fire department ~~i~~was organized. Flooding damage~~sd~~ the first railroad bridge supports and it collapse~~sd~~ under the weight of a train.
- 1909 Tempe's first high school ~~i~~was constructed.
- 1910 The Kent Decree establishe~~ds~~ guidelines for surface water rights.
- 1911 The Roosevelt Dam was completed on the Salt River. Construction beg~~i~~ans on the ~~Tempe State~~ (Ash Avenue) Bridge, crossing the Salt River.

Normal School	Train depot	Train wreck on bridge	Roosevelt Dam

1912-1934 Town of Tempe

- 1912 Arizona became a state. Carl Hayden, son of Charles, ~~i~~was elected to the U~~_~~nited S~~_~~tates House of Representatives, beginning a 57~~-~~year career representing Arizona as Congressman and Senator~~-~~; Tempe buil~~ts~~ its first city hall and jail. Santa Fe Railway buil~~ts~~ the third railroad bridge in Tempe, ~~this time using~~ a steel Pratt truss structure, constructed to withstand floods.
- 1913 The first municipal sewer system ~~i~~was constructed.
- 1914 The National Bankhead Highway ~~i~~was ~~developed in~~ designated through Tempe. The Salt River flood~~ed~~, severely damaging the new Ash Avenue Bridge, weakening the structure.
- 1915 City Council pass~~ed~~ Ordinance No. 108, which establish~~ing~~ ed a Department of Public Works, responsible for water, sewer, public buildings, parks, grounds and repair of streets.
- 1920 Cotton prices plummet~~ed~~, devastating cotton farmers in Salt River Valley-. Tempe's ~~has~~ other industries, such as flour, citrus and cattle ~~but suffers from~~ were not lucrative enough to compensate for the financial losses in the cotton industry.
- 1923 Tempe Beach Park open~~ed~~s, featuring the State's first Olympic-sized swimming pool.
- 1928 ~~Phoenix builds~~ Sky Harbor Airport was built.
- 1930 The Mill Avenue Bridge ~~i~~was built, replacing Ash Avenue as the State Route.
- 1932 B~~-~~enjamin B. Moeur, Tempe physician and businessman, ~~i~~was elected Governor of Arizona.
- 1934 Cobblestone bleachers and walls were added to the ballfield in Tempe Beach Park. Dwight "Red" Harkins open~~ed~~s an outdoor movie theater in the park.

Ash Avenue Bridge	Tempe Beach Park	Mill Avenue Bridge	Photo of buildings

1936-1964 Town of Tempe

- 1935 Tempe appoint~~ed~~s the first Planning ~~&~~and Zoning Board. Phoenix buys Sky Harbor Airport.
- 1936 John Murdock, professor at Arizona State Teachers College, ~~i~~was elected to the U.S. House of Representatives.
- 1938 Tempe adopt~~ed~~s its first zoning ordinance and appoint~~ed~~s a Board of Adjustment.
- 1940 Dwight "Red" Harkins open~~ed~~s his third movie house, the College (Valley Art) Theater, located on Mill Avenue.
- 1944 G.I. Bill and FHA/VA loan program creat~~ed~~s a post-war housing boom, which brought ~~ing~~ing veterans to Tempe for college and careers.
- 1950 Howard Pyle, of Tempe, ~~i~~was elected Governor of Arizona.
- 1958 After five name changes, the former Territorial School and Teachers College ~~i~~was named Arizona State University by a public vote. Sun Devil Stadium ~~i~~was built.
- 1950s The Salt River remain~~ed~~s dry; and be~~came~~ing a utility corridor for water, sewer, electric and gas lines, as well as landfills and gravel operations.
- 1960 The State Route was widened to accommodate more traffic, cutting-off the fronts of the Laird and Dines and Casa Loma historic buildings along Mill Avenue.
- 1962 Passenger use at Phoenix Sky Harbor International Airport tripled in ~~ten~~ 10 years, reaching 1 million passengers; Terminal Two ~~i~~was built.
- 1964 Tempe be~~came~~s a charter city. Mayor John C. Moeur ~~i~~was last Council-appointed Mayor~~-~~; Gammage Auditorium, the last public design by Frank Lloyd Wright, open~~ed~~s.
- 1964 Laird and Dines Drug Store clos~~ed~~s after 68 years of operation at Mill Avenue and Fifth Street.

Sun devil stadium	Valley Art Theater	Gammage Auditorium	Photo of buildings
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1965-1970 City of Tempe

1950-80 Arizona State University ~~grows~~ alongside Tempe; ~~growing increasing~~ demands for student housing ~~in N~~ nearby neighborhoods ~~have~~ increased pressure for multi-family and rental housing. The ~~C~~city continues ~~d~~ to grow southward. Annexation and freeway expansion moved ~~s~~ residents and businesses further from downtown, leading to decay of the ~~C~~city center.

~~1961 The State Route was widened to accommodate more traffic, cutting off the fronts of the Laird and Dines and Casa Loma historic buildings along Mill Avenue. {this line moved}~~

1966 The Rio Salado Project ~~i~~was conceived as a student project at Arizona State University College of Architecture. ~~D~~It was ~~d~~ designed to provide flood control and transform the blighted Salt River into a meandering linear urban park with recreation and development opportunities.

1966 Rudy Campbell ~~i~~was the first Tempe mayor elected by a public voted~~directly elected mayor in Tempe.~~

1967 Papago Water Treatment Plant open~~s~~; Tempe beg~~a~~ins switch from groundwater supplies to renewable Salt River Project surface water supplies as farmland in Tempe ~~i~~was converted to municipal other uses.

1967 Tempe adopt~~s~~ its first General Plan to direct guide the development of the ~~C~~city through 1985.

1968 I-10 freeway began, cutting-off a part of west Tempe, but relieving cut-through traffic.

1969 The first Mill Avenue ~~arts and crafts fair~~ Festival of the Arts ~~i~~was held.

1970 Valley Forward Association and the Maricopa Association of Governments (MAG) promoted ~~d~~ the Rio Salado Project regionally.

1970 ~~City Council built~~ The new City Hall was completed, beginning the rebirth of downtown; ~~several new buildings were built and some historic buildings revitalized. T~~he Lakes housing development beg~~a~~ins on Baseline, just outside of Tempe's city limits. The new Tempe Public Library ~~i~~was established at Southern Avenue and Rural Roads.

1970 State Route 360 (now U.S. 60) which bisected Tempe and Apache Boulevard, lost its designation as a state highway.

Laird and Dines cut off	Photo of neighborhood	Photo of City Hall	Photo of area.
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1971-1990 City of Tempe

- ~~1970 State Route 360 (now U.S. 60) bisects Tempe and Apache Boulevard loses its designation as a state highway. {this line moved}~~
- ~~1971 Victory Acres Plan is approved for revitalization of the neighborhood. The Salt River floods. {this line moved}~~
- ~~1971 The first Fiesta Bowl football game was held in Tempe. Tempe's bikeway plan becomes the model for other cities as a gasoline shortage continues.~~
- ~~1973 Victory Acres Plan was approved for revitalization of the neighborhood. The University/Hayden Butte Redevelopment Plan was approved for revitalization of the downtown. The Salt River flooded.~~
- 1974 Tempe becomes "land locked," influencing planning and development decisions and character. The Mill Avenue Shops started construction as some of the first private reinvestment on Mill Avenue.
- 1977 Tempe started designing the portion of Rio Salado Project located within Tempe, and the first Fiesta Bowl football game was held in Tempe. {this line moved}
- 1978 City Council adopted the second General Plan to guide development through 1998, the second plan.**
- 1979 The City Council appointed a citizenresident-based Rio Salado Advisory Commission. The Five M building was completed in Downtown Tempe. Terminal Three opened at Phoenix Sky Harbor International Airport as passenger traffic grew to 7 million for the year.
- 1980s Arizona State University became one of the largest student populations in the country with more than 41,000 students enrolled.
- 1980-90 A decade of historic restoration on many prominent historic buildings helped revitalize the Downtown. The buildings included: Vienna Bakery, Andre, Hackett House/Tempe Bakery, Chipman/Petersen, Laird and Dines, Cutler, Tempe Railroad Station Depot, Tempe Hardware, Casa Loma and Olde Towne Square.
- 1980 Major floods closed every bridge in the Valley except the Mill Avenue and Central Avenue Bridges; people waited for hours to cross the raging Salt River on the Mill Avenue bridge, the oldest automobile bridge.
- 1980 Tempe becomes a retail/entertainment destination. Downtown redevelopment continued with the completion of America West Corporate Center.

Laird and Dines photo	Fiesta Bowl photo	Downtown redevelopment photo until 1980	Photo of area.

- 1982 The South Tempe Water Treatment Plant was opened.
- 1984 Tempe built a new police/courts building.
- 1984 The Islamic Cultural Center became the first Mixed-Use project is completed in Downtown Tempe. The Islamic Cultural Center combined residential, daycare, grocery, restaurant and a worship center into a half-block.
- 1985 Mission Palms Hotel was built, bringing more than 300 hotel rooms to the downtown area.
- 1985 The 190-mile long Hayden-Rhodes aqueduct of the Central Arizona Project (CAP) was completed from Lake Havasu to the Salt River east of Tempe. Deliveries of Colorado River water are initiated was able to be delivered to Central Arizona water users.

- 1986-89 University Towers and Hayden Square development ~~are~~ the first large mixed-use developments ~~were completed~~ in ~~the~~ downtown ~~;~~ Tempe Towne Center ~~e~~ development ~~was~~ completed and Mill Avenue ~~brick~~-streetscape enhancement provided bicycle lanes, trees, benches, lights and public art. The remainder of the City continued ~~s~~ to grow.
- 1987 Four flood events in fifteen years attracted ~~ed~~ regional interest in Rio Salado. County voters defeated ~~d~~ a property tax and bond authority to fund the Rio Salado Project ~~;~~ ~~A~~ majority of Tempe voters supported ~~ed~~ the referendum and Council committed ~~eds~~ to improving Tempe's 5.6-mile part of Salt River. Design studies and economic analyses ~~es~~ ~~awere~~ conducted to determine how to fund the project.
- 1988 Phoenix Cardinals began playing at Sun Devil Stadium and opened ~~d~~ a training facility in south Tempe.
- 1989 Economic Development Strategy reported ~~eds~~ 21% ~~percent percent~~ of all high-tech firms in Arizona and 50% ~~percent percent~~ of all East Valley "prime" office space ~~awere~~ located in Tempe.
- 1989 City Council approves ed the third General Plan, to guide development through 2000.**
- ~~1990 Tempe Performing Arts Center is completed. The Arts Ordinance is passed to provide funding for public art. {this line moved}~~

Police Courts Bldg	Tempe Mission Palms	Downtown Development until 1990	Photo of area.

City of Tempe 199~~4~~0-200~~4~~3

- 1989-94 The Flood Control District of Maricopa County channelized ~~s~~ the Salt River.
- 1990 The Tempe Performing Arts Center was completed; the Arts Ordinance was passed to provide funding for public art.
- 1991 Phoenix Sky Harbor International Airport opened ~~eds~~ Terminal Four, handling 15.4 million passengers (70% ~~percent~~ of Sky Harbor's total traffic) in its first year. Tempe starts legal proceedings against a third runway.
- 1991 Tempe Kyrene Water Reclamation Plant ~~was~~ completed. Tempe began using ~~R~~ reclaimed water ~~is~~ used for golf course irrigation.
- 1992 In downtown, several buildings ~~awere~~ restored, including the Governor B.B. Moeur House. Phase I of Centerpoint ~~was~~ finished. Downtown Tempe, ~~is an established~~ destination, emerging ~~ing~~ with new planning issues as a result of the redevelopment.
- 1993 Downtown Tempe Community, Inc. (DTC), a private, non-profit organization ~~was~~ formed to partner with the ~~C~~city and provide management and promotion services on behalf of downtown stakeholders.
- 1994 Arizona Department of Transportation built ~~eds~~ Loop 202. Although the freeway cuts ~~off~~ a portion of north Tempe, construction included ~~ed~~ reclaiming land for flood control ~~;~~ ~~thus that~~ provided ~~ing~~ the foundation for construction in Rio Salado. Tempe worked ~~ed~~ with ADOT to enhance the freeway ~~to~~and provide art opportunities and access to parks on both sides.
- 1994 Tempe entered an intergovernmental agreement not to sue Phoenix Sky Harbor International Airport over construction of a third runway, in exchange for protection of neighborhoods impacted by air traffic.
- 1994 The new Mill Avenue Bridge was completed to relieve traffic congestion.
- 1996 Super Bowl XXX ~~was~~ played in Sun Devil Stadium.
- 1996 Tempe residents voted to approve a sales tax dedicated to funding transit.
- 1997 City Council ~~creates~~ adopted a Redevelopment Plan for the Apache Boulevard area.

1997 City Council ~~approves~~adopted the fourth General Plan, guiding development through 2020.
 1999 America West built ~~its~~ corporate headquarters in downtown Tempe. Construction of a two-mile long lake with air-inflated rubber dams attracted international attention. Tempe Town Lake was completed as the focal point of Rio Salado

Airplane flying over Tempe	Red Mountain Freeway with mural	Downtown Development until 91-1994	Superbowl XXX
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2000 ~~Construction of a two-mile long lake with air inflated rubber dams attracts international attention. Tempe Town Lake is completed as the focal point of Rio Salado. A renovated Tempe Beach Park is rededicated. Loop 101 completes the connection to Loop 202, cutting off east Tempe. {this line moved}~~
 2000 A renovated Tempe Beach Park was rededicated. Valley- Art Theater, the oldest theater in Tempe, ~~was~~ renovated. Loop 101 completes the connection to Loop 202, cutting off east Tempe. ~~The Tourism and Sports authority selects Tempe for a regional football stadium for the Arizona Cardinals. Expansion of U.S. 60 and 41~~ The addition of a third runway at Phoenix Sky Harbor International Airport heightened concerns about noise and air pollution. Tempe recognized ~~ds~~ continued growth of surrounding communities and the potential long-term impacts on quality of life.
 2001 The Elias-Rodriguez House ~~was~~ restored, receiving awards for historic preservation. Food City ~~Bringing enhancements and services to neighborhoods, a grocery~~ opened on Apache Boulevard, ~~5~~Fifth Street ~~was~~ redesigned, Jaycee Park was renovated and the Westside Community Center opened, ~~all bringing enhancements and services to neighborhoods. {this line moved}~~
 2001 **City Council amends**ed **General Plan 2020 for Growing Smarter State Legislative compliance.**
 2002 The Brickyard development and the park at 6~~Six~~th Street ~~park~~-opened near City Hall. The n~~New~~ development uses ~~ds~~ cuttings from a historic tree for the landscape treatment, and referenced ~~ds~~ historic architectural elements in the new structures. ~~The~~ Hayden Ferry Lakeside completed its first phase and became ~~development begins~~ the first private development around the Tempe Town L-lake. The city acquired the historic Eisendrath property ~~is purchased~~ in Papago Park. Tempe voters passed the state's strictest smoking ban.
 2003 Council adopted the Comprehensive Transportation Plan, Tempe drafted a new Zoning Ordinance. Tempe purchased the Hayden Flour mill.

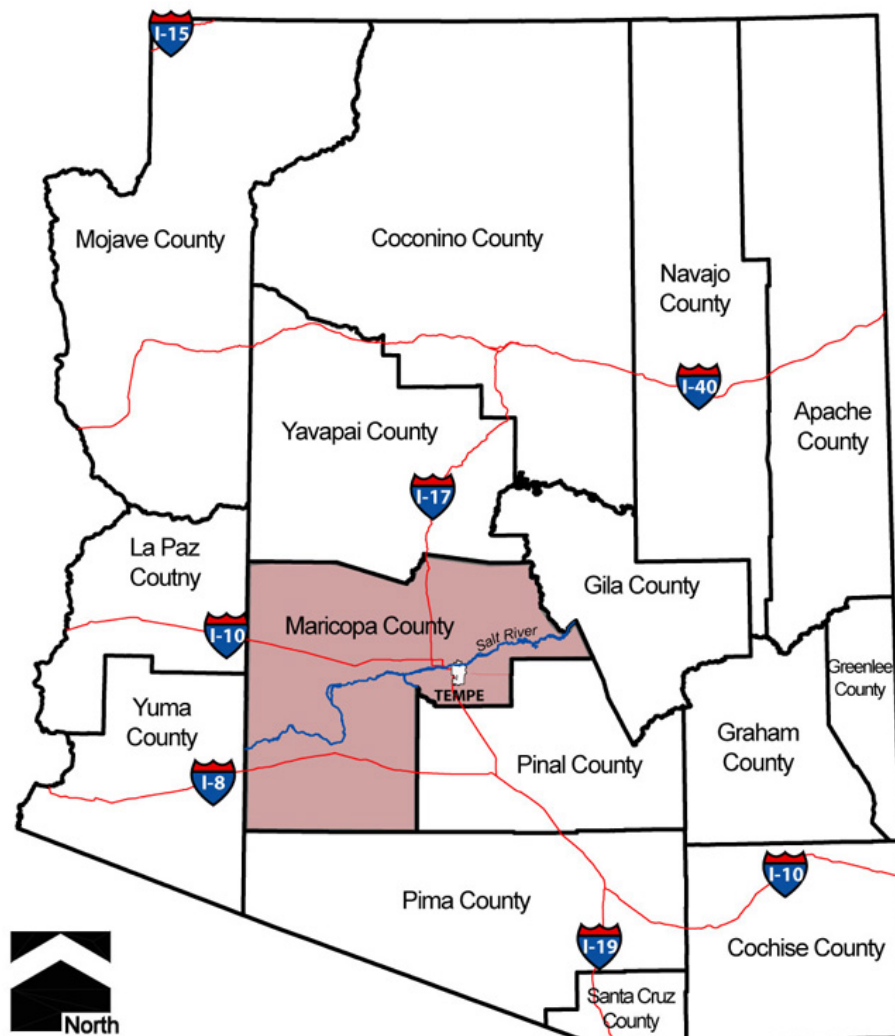
Tempe Town Lake	Brickyard	Hayden Ferry Lakeside
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Regional Context

Area Geography

The City of Tempe is located in Maricopa County, Arizona ([see map below](#)), along the Salt River, a surface water drainage area in the middle of the ~~S~~state. The ~~is~~ river straddles two dominant geographical divisions of the state: the Colorado Plateau Province to the north and the Basin and Range Province to the south. The Salt River, at ~~approximately about~~ 1,100 feet above sea level as it flows through Tempe, is in the lower Sonoran Desert Basin and Range region. Volcanic activity farther east in the Superstition Range contributed to the topography of the Valley. Geologic uplift and movement of pediments such as South Mountain, created prominent features in Tempe: Tempe (Hayden) Butte, Papago Butte and Double (Bell) Butte. The Salt River, or Rio Salado, eroded and deposited alluvial material, leaving a flat fertile area with a relatively high water table. The wide, shallow and seasonally unpredictable Salt River has been mined and channelized and is now controlled by a series of dams upstream. Water releases from these dams flow in a southwesterly direction to converge with the Gila River at a point just south and west of Phoenix. The Gila then flows toward the Colorado River, meeting it at the Arizona / California border before continuing on to the Gulf of California. Maricopa County represents 9,222 sq. miles within this “Valley of the Sun”. The climate in Tempe ranges from the mid 30s for a low in the winter to 114 degrees F as a high in the summer: prevailing winds come from the east in the morning and west in the late afternoon.

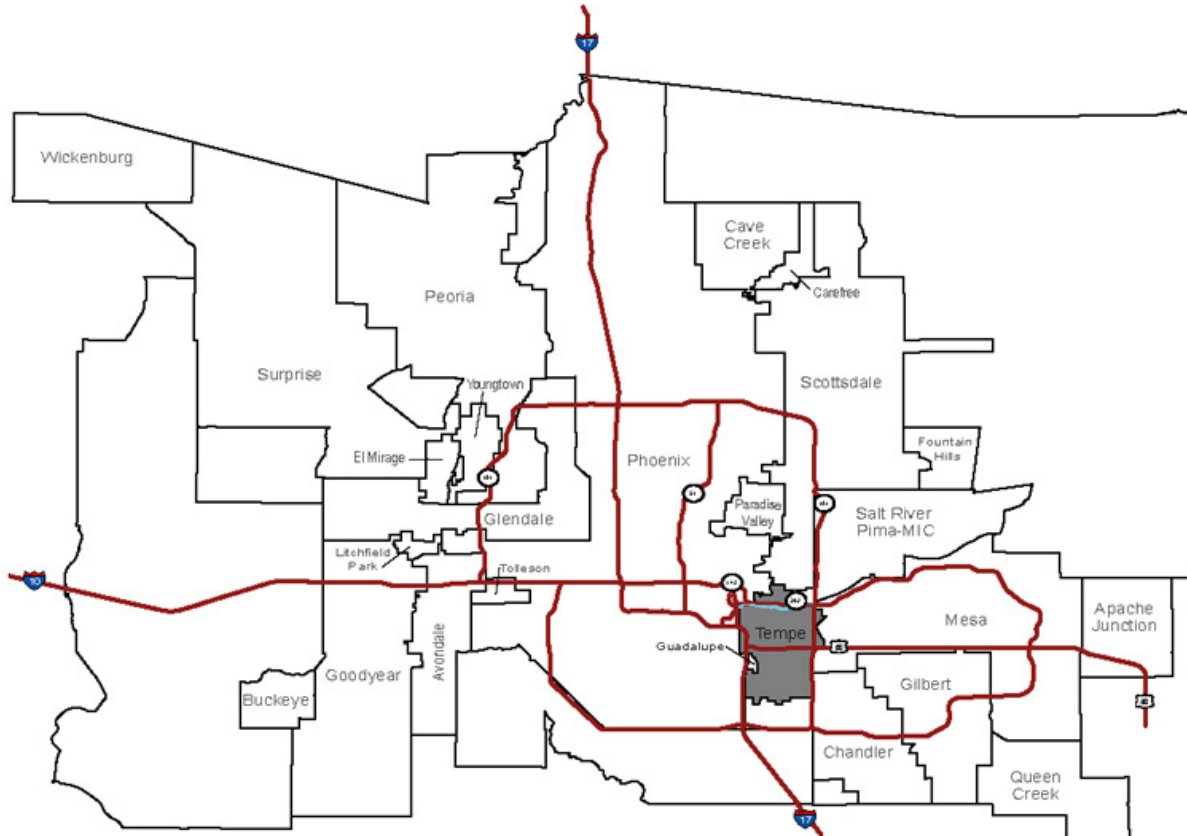
Arizona



2. Boundary Description

The City of Tempe consists of 40 ~~sq~~-square miles in the heart of the ~~Valley~~Phoenix Metropolitan Area (see map below). It straddles the Salt River and is generally bounded on the east and west by freeways, with two additional freeways bisecting the ~~C~~city and running across its northern section. Tempe is an integral part of the Phoenix metropolitan area and is landlocked on all sides by adjacent communities: Scottsdale to the north, Salt River Pima-Maricopa Indian Community and Mesa to the east, Chandler to the south and Guadalupe and Phoenix to the west.

Maricopa County



3.-Local Conditions

Tempe is one of the oldest founded communities in the Valley and historically has been one of the most densely populated. Its position in the region is both advantageous and challenging. Land-locked Tempe falls in the middle of a large transportation commute zone, significantly impacting land use planning, environmental issues and public health and safety. These impacts will be addressed in detail within the respective elements of the Plan. Tempe's planning area is five miles wide by eight miles long, or about forty square miles. Within this area are approximately 24.2 linear miles of freeway, 23 linear miles of canal, 30 linear miles of 230 kv and 500kv power lines, 14 linear miles of active railroad lines and two miles of inactive lines, and five linear miles of departure/landing air flight corridor. In spite of these tremendous right-of-way impacts, Tempe has some of the most desirable residential and commercial areas in the Valley. Neighborhoods within Tempe may need protection to maintain the quality of life residents have enjoyed.

- Any resident in Tempe can reach City Hall within 30 minutes
- Freeways I-10 and Loop 101 are at the west and east boundaries of the City
- Highway 60 bisects Tempe and Loop 202 cuts through the northern tip of the City
- Downtown Tempe is 20 minutes from the State Capitol
- Adjacent City centers are only just 15 minutes from Tempe
- To the north is the Los Arcos Redevelopment area. Further north is downtown Scottsdale, a regional shopping and tourism area with commuting service employees
- To the northeast, the Salt River Pima-Maricopa Indian Community provides significant agricultural open space with views to the Superstition Mountains. This area has tremendous development potential along the freeway corridor
- Due east, Mesa has a large residential base that commutes west to Tempe and Phoenix
- To the south, Chandler is developing significant regional commercial attractions along with low density housing for employees commuting north to Tempe and Phoenix
- To the west, Guadalupe is a unique demographic population that historically and culturally enhances the region
- Also to the west, Phoenix provides a large employment draw from surrounding communities to the downtown business and government district
- Downtown Tempe is five minutes from Phoenix Sky Harbor International Airport
- The airport is an economic development, tourism and marketing asset to Tempe. However, it significantly contributes to air quality degradation and noise pollution in the northern half of the City. These issues are addressed in the *Land Use, Growth, Environment and Transportation Elements* of this document
- Tempe is part of a tri-city historical, cultural, educational and recreational attraction
- The Papago Park area in North Tempe adjoins with Phoenix's Papago Park. This area contains many regional attractions promoted by the Papago Salado Association on behalf of Phoenix, Scottsdale and Tempe. These attractions are identified in the *Recreation Element*
- Tempe surrounds Arizona State University, a campus of approximately 50,000 students from 120 countries

In the heart of the downtown, Arizona State University (ASU) is the largest university in Arizona and one of the largest in the Country. As of 2001, 17,573 students reported Tempe as their place of residence: comprising 9.5 percent of Tempe's total population. The University significantly contributes to the cultural and educational context of Tempe. Many historic buildings are located in and around the campus. ASU also significantly impacts traffic, housing, land use planning and infrastructure needs. These contributions and impacts are discussed in detail in the *Growth Element*.

Regional Conditions

Maricopa County consists of 9,222 square miles; twice the size of Los Angeles County. Post-war migration to the Valley resulted in large tracts of homes developed between 1940 and 1960. The popularity of the automobile and rapid Valley-wide growth linked individual communities by expanding transportation systems. The prevailing planning philosophies were based on separating land uses and designing for the automobile as the principal form of transportation. These two philosophies prevailed with an abundance of land available for growth. In the 1950s, the Interstate-10 Highway was being completed in central Phoenix. Through the 1960s, the highway expanded outward in all directions. In the 1970s, I-10 and the U.S. Route 60 (Superstition Freeway) were completed, and in the 1990s the Red Mountain and Pima Freeways (Loops 202 and 101) were completed. By the 1990s Tempe was bound on the north, east and west, and bisected by freeways and highways. This provided easy access to employment, education and entertainment. From 1959 to 1999, demands for air travel from Phoenix Sky Harbor International Airport also increased from 783,115 to 33,554,407 annually. By 2000, the regional land rush led to transportation bottlenecks, federal air quality violations and a variety of environmental and quality of life issues. With the exception of a few remaining county islands, the central portion of the county had now been incorporated into different cities. This growth is documented on the Maricopa County map below, and a land area and population chart (Table 1) on the next two pages. This illustrates the historic relationship of Tempe to other Valley cities.

The chart on page 14 and Table 1 shows the historic relationship of annexation and population between different communities in the Valley. The communities are listed on the left, with their date of incorporation listed underneath. Tempe was one of four communities incorporated in the 19th century, and only one of only five prior to statehood. Six communities incorporated during the growth era of the 1920s, four more incorporated in the post World War II boom era. By the 1960s many communities recognized the need for regional cooperation and planning. Many communities were not able to provide the larger costlier necessities such as solid waste disposal, waste water treatment, mass transit and airports. Further, air quality, noise pollution, light pollution, tax migration and other growth impacts did not recognize traditional municipal boundaries. Individual municipalities came together into a larger community to address regional issues such as infrastructure impacts and continued regional development. Tempe became a charter member of the Maricopa Association of Governments (MAG), which The Maricopa Association of Governments (MAG) was formed in 1967, for long-range planning and policy development on a regional scale. Three more communities have incorporated most recently, in the beginning of what has been during a 25 year period of unfettered growth for the past twenty-five years. Of the thirty-five 35 largest Metropolitan Areas in the United States, the Phoenix Metropolitan Area ranked first nationally in the rate of population growth between 1980 and 1990, at a rate of 41% percent percent. Tempe's initial involvement with MAG was with Valley-wide infrastructure issues. Through the years Tempe broadened its participation in regional growth and development issues and supported MAG's commitment to a Regional Plan to direct future Valley growth and development.

The chart's significance of Table 1 is that it illustrates both Tempe's land-locked status and the population growth. Tempe's long history includes being a major employment, entertainment/recreation and education hub for the region. It's economic viability helped support the expansion of regional infrastructure, serving unincorporated or lesser populated communities. Tempe's financial and political support of regional growth had many benefits for the continued growth and success of the community; it also came with local quality of life sacrifices. By 1980, Tempe approached its maximum annexed size, growing only just two square miles in each of the next two decades. Tempe's population growth was steady throughout the height of annexation, creating one of the most densely populated areas in the Valley. Since 1990, the population growth has flattened out, and is anticipated to grow minimally to a projected 190,000 by 2030. The projected annexed areas reflect the Municipal Planning Areas for each respective community. The projected populations reflect MAG projections. Meanwhile, surrounding communities will far exceed Tempe in land size and population, requiring more resources and infrastructure Valley-wide. External pressures to expand

infrastructure to serve outlying communities, such as airports, freeways, sewer and water lines and power lines in Tempe; to serve outlying communities, may might have continued detrimental impacts on one of the oldest founding communities in the Valley. As other communities, such as Chandler, Fountain Hills, Guadalupe, Mesa, Scottsdale and Tolleson reach their municipal planning area boundaries, they too will face similar stresses as they shift from growth communities to infill and redevelopment communities, like Tempe.



Maricopa County Growth

LEGEND

Municipalities Incorporated by 1900 - Phoenix, Tempe, Mesa ●

1940 - Wickenburg, Glendale, Chandler, Gilbert, Tolleson, Buckeye ■

1960 - Goodyear, Avondale, El Mirage, Scottsdale, Peoria ■

1980 - Youngtown, Surprise, Paradise Valley, Guadalupe, Apache Junction ■

2000 - Carefree, Cave Creek, Litchfield Park, Queen Creek, Fountain Hills
Maricopa County Incorporated Land 1,686.99 sq. miles
[Maricopa County Planning + Development Department, May 2002]

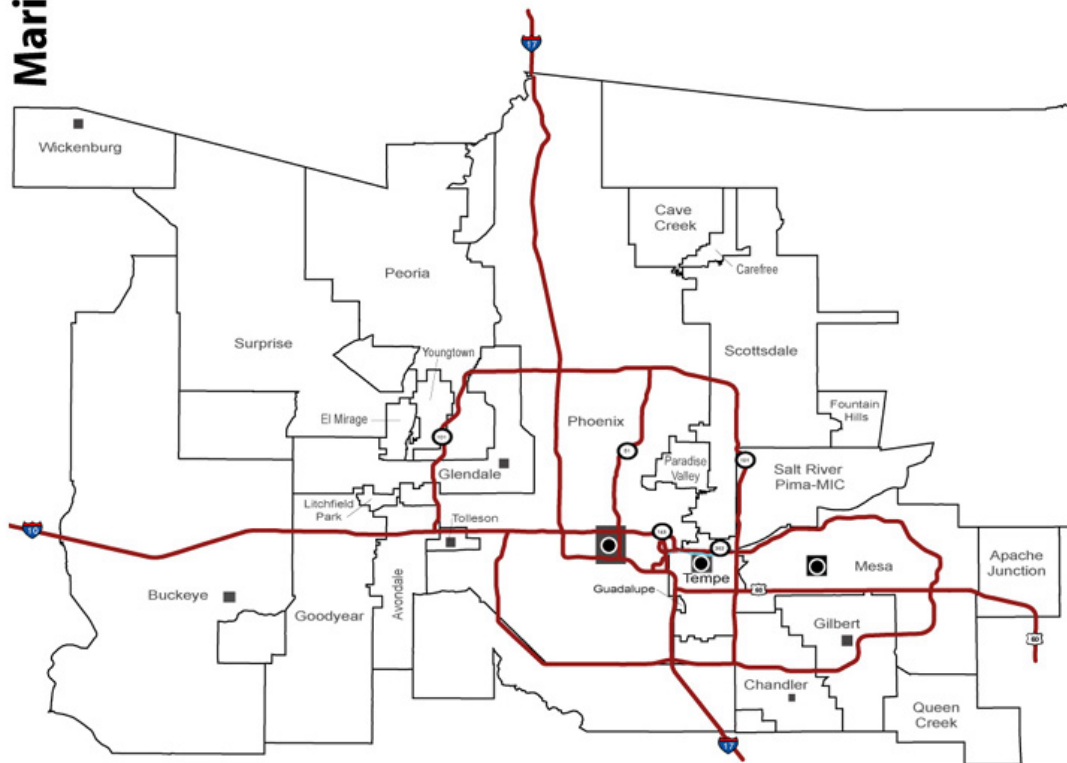


TABLE 1

Valley Chronology of Square Miles of Land: 1900-2000 with Projections for 2030
Valley Chronology of Population Growth: 1900-2000 with Projections for 2030

	1900	1950	1960	1970	1980	1990	2000	<i>Projected</i> 2030
City	<i>Square Miles of Land (top line)</i>							
Incorporation	<i>Population of Community (bottom line)</i>							
Apache Junction								47.9
1980				3863	9935	18092	31814	
Avondale			1.22	2.47	4.65	37.74	42.44	94.5
1946				6626	8168	17595	35883	
Buckeye			0.91	1.11	3.47	80.1	147.8	938.2
1929				2599	3434	4436	6537	
Chandler			2.15	6.55	28.48	57.52	60.57	71.4
1920				13763	29673	89862	176581	
Fountain Hills							19	20.3
1989						10030	20235	
Gilbert			1.03	1.03	7.58	28.43	35.3	72.8
1920				1971	5717	29149	109697	
Glendale			3.8	16.82	40.76	49.2	54.77	92
1910				36228	97172	147070	218812	
Goodyear			0.39	0.91	10.72	112.31	116.34	150.7
1946				2140	2747	6258	18911	
Guadalupe					0.72	0.79	0.82	0.82
1975					4506	5458	5228	
Mesa			14.03	24.15	67.21	120.15	128.43	170.5
1897				63049	152404	289199	396375	
Paradise Valley				13.29	14.88	15.44	15.4	15.9
1961				6637	11085	11903	13664	
Peoria			1.02	2.79	24.82	61.2	162.44	197.1 (+25.8)*
1954				4792	12171	61080	108364	
Phoenix			187.4	247.9	330.59	422.94	483.37	651.3
1885				584303	789704	988015	1321045	
Salt River Pima-Maricopa Indian Community							81.8	81.8
1879								
Scottsdale			3.8	67.3	88.6	183.43	183.96	183.96
1951				67823	88622	130099	202705	
Surprise			1	1	1.67	62.62	71.7	273.1
1960				2427	3723	7122	30848	
Tempe	1.88	2.66	17.5	25.3	3638	40.5639.3	40.1	4540.25
1894				63550	106919	141993	158625	190,000
Tolleson			0.43	0.55	3.51	5.51	4.91	6
1929				3881	4433	4436	4974	

*Numbers in (parenthesis) reflect land located in a county other than Maricopa.

US Census Bureau and Maricopa County data used for population and land areas.

~~4.~~ Adjacent City and County Land Uses

The following analysis includes areas a few miles outside Tempe's planning area. Considering current and projected land uses, this analysis identifies assets ~~or~~ and challenges to Tempe's planning efforts.

Chandler borders Tempe to the south. This western peninsula of Chandler is approximately 4.5 miles wide by 2.5 miles long, making it ideal for access by south Tempe residents. In fact, as part of the Kyrene school district, this area has ~~a lot of~~ many opportunities for community interaction between Tempe and Chandler residents. Currently, the area between the I-10 and 101 freeways, on both sides of Ray Road, has developed into a heavy commercial and employment areas. At I-10 and Ray Road is a large regional shopping area adjacent to Phoenix's own regional shopping area in Ahwatukee, west of the freeway. Along Ray Road are four commercial nodes within a half-mile of the Tempe border, whose market areas include the residents and employees in south Tempe. At the 101 is the Chandler Regional Mall. Three small parks and a school are located near the Tempe border; the larger Pine Shadows Park and Desert Breeze Park are within a mile of Tempe; and Desert Oasis and West Chandler Aquatic Centers are both within two miles of Tempe. All of these recreational facilities could serve south Tempe residents. Sunset Library is also near the Tempe border. The predominant residential housing type in this portion of Chandler is low density single-family (2.5-3.5 dwelling units/ per acre); some multi-family exists right at the Tempe border on the west end. Employment centers between I-10 and Kyrene, west of rural, west of McClintock and east of the Price Freeway may provide additional employment opportunities for south Tempe residents. However, these areas may become large traffic draws from Phoenix and Scottsdale through Tempe. In the future, the Santan Freeway will cut across the bottom portion of this leg of Chandler, providing additional freeway access, and potential traffic relief to south Tempe. Employment centers in Chandler could provide ancillary business development in Tempe, with complimentary industries or services. Chandler Regional Hospital is approximately four miles from Tempe, and serves south Tempe.

Guadalupe is one square mile bordering Tempe to the west. ~~Street~~ It is comprised primarily of Yaqui and Hispanic residents, and it offers cultural opportunities to Tempe residents. It is primarily a residential community with retail and service businesses catering both to locals and visitors. The community has two commercial districts. Along Baseline Road and ~~I~~ I-10 are several restaurants and hotels adjacent to Arizona Mills Mall in Tempe. Guadalupe's main street, Avenida Del Yaqui, is a continuation of Priest Drive, and is another commercial area, ~~which that~~ caters primarily to local and pedestrian traffic. El Tianguis, a shopping square with restaurants and shops offers products from south of the border. Tempe provides water service to Guadalupe, and has an intergovernmental agreement for revenue and employment training with Arizona Mills Mall. Guadalupe has increased its community services and facilities over the past five years, and has room for further expansion of its commercial corridor.

Mesa borders Tempe to the east. ~~Street~~ The Mesa Northwest Water Reclamation Plant (NWWRP) is located immediately south of the Salt River on Tempe's eastern border, is the Mesa Northwest Water Reclamation Plant (NWWRP). This wastewater treatment facility currently treats up to 8 million gallons of Mesa sewage daily and intermittently discharges reclaimed water to the Salt River, where it flows downstream toward Town Lake. Mesa plans to increase the volume of wastewater discharged from the NWWRP in the near future, which may impact Town Lake water quality and surrounding development. Currently, the area from the Price Freeway to Country Club Drive includes a variety of land uses. At the north end is Riverview Park. The opportunity exists to connect Tempe's Rio Salado trail system to this recreational amenity, linking the two communities. This is a great asset to Tempe, as it also could serve residents in the northeast Tempe area. It appears that the Mesa's projected land use map identifies the golf component of this park converting to some other public/semi-public use. To the south of this park are medium to high-density residential properties adjacent to Tempe, and small residential lots from a half to three miles into Mesa. This residential base provides affordable housing opportunities for employees working in east Tempe, and expands the resident base ~~who that~~ would most frequently use Rio Salado and downtown Tempe. The projected land use

shows intensification of residential uses in this area. From Main Street (Apache Boulevard) to Broadway Road is a large strip commercial/industrial and business area, with many automotive dealers. This area may serve as employment for east Tempe residents, and, conversely, Tempe residents may be potential customers for Mesa businesses in this area. From a land use perspective, the current uses on Main Street may conflict with or compliment current redevelopment goals along Apache. In an effort to make create a more pedestrian environment, supported by mass transit service, new automotive uses have been restricted on Apache Boulevard in Tempe. Development in Mesa that promotes automotive uses may conflict with the transit corridor plans along Apache Boulevard in Tempe. However, the projected land uses include a conversion to Mixed-Use, with 30% residential and 70% commercial/business/office. This implies a more supportive land use with to the Apache Boulevard objectives. The highest densities of residential use predominantly along Tempe's border may be a challenge to public safety, but it is conducive to mass transit. The Broadway Road corridor is considered a general industrial area, and is served by the railroad. East Valley Institute of Technology is an educational asset serving Tempe. Mesa Community College is another educational asset to Tempe, as a compliment to ASU's undergraduate programs. However, traffic generated between the two campuses might warrant a joint transit solution to relieve traffic on Southern Avenue. Just east of the college is Fiesta Mall, a regional mall that serves east Tempe. South of the freeway is Desert Samaritan Hospital, serving east Tempe. Maintaining access and good traffic flow to the hospital would be important. South of Baseline Road is predominantly low-density residential property. Dobson Ranch Golf Course and Carriage Lane Park might possibly serve east Tempe residents. This four square mile southwest residential area provides a large employee population that most likely commutes to or through Tempe.

Phoenix borders Tempe to the west. At the northwestern corner of Tempe, Phoenix's Papago Park shares borders with Tempe's portion of Papago Park, creating a large regional sonoran desert area for open space and recreation. Areas Land uses along Washington Street are largely office and industrial land uses. High-density residences were built between Van Buren and Washington Streets, east of 48th Street. This area is planned for further high density residences, and just west of this area is planned as the Camelback East Urban Village, with an urban core located at 44th Street. Plans in this core area include an international commerce center, served by nearby Phoenix Sky Harbor International Airport; Mixed-Uses along Van Buren and Washington Streets; and a student housing area served by light rail, connecting the Downtown Phoenix ASU campus to Tempe's the University's main campus in Tempe. These two planned uses may provide economic development opportunities in Tempe, as well as provide relief for the student housing demand. Light rail may significantly change the character of the Washington Street corridor, as it approaches Tempe. Further south is the Salt River, which will provide path connections to Tempe Town Lake and Phoenix's Rio Salado project. Habitat restoration in this area will be minimal due to the proximity to the airport. South of the river and west of I-10 is planned as a continuation of existing industrial and commerce/business park, with retail south of the Broadway curve at 48th Street. Between Alameda Drive and Baseline Road are traditional lot residential land uses with relatively low densities. Some agricultural land remains between Southern Avenue and Baseline Road, and 24th to 40th Streets; Phoenix's General Plan indicates this land use to remain in this area. South of Baseline Road at the Tempe border is a resort and the large South Mountain Park. The park provides a large regional natural desert mountain preserve. Land uses south of Guadalupe include higher density residential, commerce/business parks, commercial and traditional single-family lots. A large golf course in this area may also serve Tempe residents. Ray Road serves as a major entrance to the Ahwatukee area, a large residential area generating significant traffic on I-10. Ray Road is an urban core of the Ahwatukee Foothills Urban Village, and continues the regional retail development available east of I-10 in Chandler. This corridor has had significant tax impacts on Tempe. South of Ray Road is Mixed-Uses of commerce/business park and commercial uses.

Scottsdale borders Tempe to the north. The western end along Thomas and McDowell roads is adjacent to the Papago Park area, and has similar residential character to north Tempe. This area is planned to remain suburban residential, and will continue to share educational, recreational and cultural facilities with north

Tempe. There is a great opportunity for joint community planning and interaction in the southwestern corner of Scottsdale. Further east along McDowell Road is strip automobile sales centers. This area is planned for mixed-use neighborhood development. The Los Arcos Redevelopment area at Thomas Road could provide north Tempe with additional jobs and services. However, it could also provide significant competition for North Tempe businesses. Downtown Scottsdale is three miles from the Tempe border, attracting tourists and residents to a large retail mall and mainstreet full of boutiques, restaurants and bars. Scottsdale Road, which becomes Rural Road in Tempe, also has a large automotive sales corridor, just south of downtown Scottsdale. This primary commercial corridor is being considered for a north/south light rail line; however, current uses may not promote alternative transportation. Indian Bend Wash runs through south Scottsdale, linking to Tempe Town Lake. This is an important open space and recreational area that connects two communities with extensive multi-modal paths, lakes, ball fields and other amenities. A new community center and senior center, adjacent to senior living facilities is planned near Granite Reef and McDowell Roads. This is near a major employment center and areas planned for urban residential living. The area along the Pima Freeway does not have significant development at this time, and may include commercial and suburban residential development in the future.

The Salt River Pima-Maricopa Indian Community is located to the northeast of Tempe, joining Mesa at the Salt River. Currently, this area remains the last and largest open agricultural area in the immediate vicinity. This land use provides interpretive opportunities to urban residents and visitors unfamiliar with the significance of agriculture in the Valley's development. This large open area provides views to mountains further east, however, it also contributes to airborne dust and pollen. Sand and gravel mining, solid waste disposal, agriculture, and retail have been the largest land uses in this area. The Community is partnering with Mesa to use effluent water from a wastewater treatment plant, for water recharge. The Community is working with Mesa to examine opportunities for habitat development of the Salt River east of Tempe, continuing the Rio Salado habitat restoration concept. Scottsdale Community College and a casino are located further north along the 101, on tribal land. Currently, a drive-in theater and gas station are the closest developments to Tempe. The Community has long range plans for retail and office development along the 101 freeway. The area closest to Tempe has direct freeway access, and may serve for additional tourism for the Town Lake.

Within the 40.11 square miles of Tempe's planning boundary, are approximately .25 square miles of remaining county islands in Tempe. These six areas include properties that are privately owned, and are within the jurisdiction of Maricopa County rather than the City of Tempe. One is located north of the 202 Freeway, south of Curry, and between Rural and Miller roads. One is located between the Union Pacific Railroad tracks and Western Canal, south of Baseline road. One is located on the western border of Tempe, south of Autoplex Loop. One is located in the southwestern corner of the city, east of Priest Drive, south of Warner road. Two in south Tempe include strips of land along the Kyrene canal banks. A variety of land uses occur within these areas, which are not regulated by Tempe. If an area wants to receive city emergency services, water services, and the other public health and safety benefits of being incorporated into the city, 51 percent of the property owners must agree to be annexed into the city and the City must agree to the annexation.

As the Valley grows into a mature regional community, the issues of traffic, housing, tax generation, and compatible land uses will become more critical to the sustainable success of each individual community. It is with this recognition that Tempe strives to be a leader in regional planning and a proponent of the Ahwahnee Principles of Sustainable Communities. (See Conclusion for text of these Principles)

5. Local Conditions {this section moved}

Tempe is one of the oldest founded communities in the Valley and has historically been one of the most densely populated. Its position in the region is both advantageous and challenging. Land-locked, Tempe falls in the middle of a large transportation commute zone, significantly impacting land use planning, environmental issues and public health and safety. These impacts will be addressed in detail within the respective elements of the plan. At five miles wide by eight miles long, Tempe's planning area is forty square miles. Within this area are approximately 24.2 linear miles of freeway, 23 linear miles of canal, 30 linear miles of 230 kV and 500kV power lines, 14 linear miles of active railroad lines and 2 miles of inactive lines, and 5 linear miles of departure/landing flight corridor. In spite of these tremendous right-of-way impacts, Tempe has some of the most desirable residential and commercial areas in the Valley. Historic neighborhoods within Tempe may need protection to maintain the quality of life residents have enjoyed.

- Any resident in Tempe can reach City Hall within 30 minutes.
- Freeways I-10 and Loop 101 are at the west and east boundaries of the City.
- Highway 60 bisects Tempe and Loop 202 cuts through the northern tip of the City.
- Downtown Tempe is 20 minutes from the State Capitol.
- Adjacent City centers are only 15 minutes from Tempe.
- To the north is the Los Arcos Redevelopment area. Further north is downtown Scottsdale, a regional shopping and tourism area with commuting service employees.
- To the northeast, the Salt River Pima-Maricopa Indian Community provides significant agricultural open space with views to the Superstition Mountains. This area has tremendous development potential along the freeway corridor.
- Due east, Mesa has a large residential base that commutes west to Tempe and Phoenix.
- To the south, Chandler is developing significant regional commercial attractions along with low density housing for employees commuting north to Tempe and Phoenix.
- To the west, Guadalupe is a unique demographic population that historically and culturally enhances the region.
- Also to the west, Phoenix provides a large employment draw from surrounding communities to the downtown business and government district.
- Downtown Tempe is 5 minutes from Phoenix Sky Harbor International Airport.
- The airport is an economic development, tourism and marketing asset to Tempe. However, it significantly contributes to air quality degradation and noise pollution in the northern half of the City. These issues are addressed in the Land Use, Growth, Environment and Transportation Elements.
- Tempe is part of a tri-city historical, cultural, educational and recreational attraction.
- The Papago Park area in North Tempe adjoins with Phoenix's Papago Park. This area contains many regional attractions promoted by the Papago-Salado Association on behalf of Phoenix, Scottsdale and Tempe. These attractions are identified in the Recreation Element.
- Tempe surrounds Arizona State University, a campus of approximately 50,000 students from 120 countries.

In the heart of the downtown, Arizona State University (ASU) is the largest university in Arizona, and one of the largest in the Country. As of 2001, 17,573 students reported Tempe as their place of residence: comprising 9.5% percent of Tempe's total population. The university significantly contributes to the cultural and educational context of Tempe. Many historic buildings are located in and around the campus. ASU also significantly impacts traffic, housing, land use planning and infrastructure needs. These contributions and impacts are discussed in detail in the Growth Element.

~~D.~~ *Statistics and Demographics*

Summary of 1994-2002 Neighborhood Survey Results

~~For eight years, opinion surveys were taken in 22 neighborhoods, during neighborhood meetings. The 1114 responses represented 967 out of 6,9290 households. This section summarizes a report analyzing open ended opinion surveys conducted during neighborhood meetings in 22 Tempe neighborhoods between July 1994 and April 2002. This summary creates an overall listing of residents' most pressing neighborhood concerns. Surveys from the following neighborhood associations were incorporated into the report: Alta Mira NA, Broadway Palms NA, Camelot Village NA, Corona Del Sol Estates NA, Cyprus Southwest NA, Date Palm Manor NA, Duskfire II NA, Estate La Colina NA, Evergreen NA, Gililand NA, Holdeman NA, Hughes Acres NA, Jen Tilly Terrace NA, Kiwanis Park NA, Kyrene-Superstition NA, Lindon Park NA, MACH 8 NA, Pheasant Ridge NA, Sandahl NA, South Mountain [unorganized at present], Tempe Gardens NA, and Victory Acres NA, . These 22 associations include a total of 6920 households, of which 967 are represented in the survey responses counted. These neighborhoods are demographically and geographically diverse and represent all of Tempe's four zip code areas. The results of the surveys reflect the opinions of those who attended the meetings, as opposed to a statistical sampling of the entire community. As active members of the community, the responses reflect the type of issues with which active residents are most concerned. Below is a summary of responses relevant to General Plan 2030 follows:-~~

Residents were given eight items and asked with what they were most concerned ~~with~~. The following indicates their ranked responses:

1. 56%percent Neighborhood Deterioration (including exterior walls, housing condition, etc.)
2. 48%percent Traffic (including numbers and speed)
3. 42%percent Crime
4. 24%percent Noise
5. 24%percent Lack of communication with my neighbors
6. 18%percent Parking (street/neighborhood)
7. 18%percent Zoning Issues
8. 10%percent Lack of communication with City Hall

Residents were given a list of seven items and asked what improvements they would like in their neighborhood. The following indicates their ranked response:

1. 49%percent Slow traffic through the neighborhood
2. 44%percent Clean up yards, streets and alleys
3. 38%percent Upgrade neighborhood housing (ie. maintenance of houses)
4. 35%percent Improve street lighting
5. 20%percent Restrict on-street parking
6. 8%percent Improve street pavement condition
7. 8%percent Build or improve sidewalks

When asked an open-ended question to list their four most positive things about the neighborhood, people responded:

- 47%percent Good/friendly neighbors
- 33%percent Convenient location
- 22%percent Quiet
- 20%percent Houses/yards well kept
- 12%percent Stability/long-time residents
- 10%percent Safe/well patrolled
- 5%percent Mature vegetation

When asked an open-ended question to list their four most negative things about the neighborhood, people responded:

- 31%~~percent~~ Speeding/cut-through traffic
- 28%~~percent~~ Houses/yards not well kept
- 13%~~percent~~ Problems with rentals/absentee landlords
- 10%~~percent~~ Inadequate street lighting
- 7%~~percent~~ Graffiti/Vandalism
- 6%~~percent~~ Condition of neighborhood entrances
- 5%~~percent~~ Crime

Survey information provided by Neighborhood Services Division of the ~~City Manager's Office~~ Community Relations Department.

Summary of 2000 Citizen Satisfaction Survey

In October 2000, a professional telephone survey was conducted to evaluate citizen satisfaction with city services, compare trends in satisfaction with previous surveys, and identify issues for the city Council and staff to address. This information is based on surveys with 600 adult heads of household residing in Tempe providing a level of confidence of 95%~~percent~~, plus or minus 4.0%~~percent~~. This survey is conducted every few years to provide a snap shot of community concerns. Some of these issues are critical to developing a new General Plan. ~~Below is a~~ summary of responses relevant to General Plan 2030 follows:-

72%~~percent~~ of res~~pondents~~~~idents~~ are very satisfied with quality of life in Tempe
25%~~percent~~ of res~~pondents~~~~idents~~ are generally satisfied with quality of life in Tempe

52%~~percent~~ of res~~pondents~~~~idents~~ are very satisfied with services provided by the City of Tempe
43%~~percent~~ of res~~pondents~~~~idents~~ are generally satisfied with services provided by the City of Tempe

Top concerns expressed by res~~pondents~~~~idents~~ in 2000:

- 21%~~percent~~ Traffic
- 11%~~percent~~ Tighter Controls on Growth
- 8%~~percent~~ Provide more Police
- 8%~~percent~~ Improve Tempe Schools

Summary of 2002 General Plan 2030 Survey

Between October 12-22, 2002, a professional telephone survey was conducted to identify issues pertaining to the General Plan. This survey is cited as General Plan 2030 Survey throughout the General Plan. This information is based on surveys with 952 adult heads of household residing in Tempe providing a level of confidence of 95%~~percent~~, plus or minus 3.2%~~percent~~ sampling error. Two hundred interviews were conducted in each postal zip code; the sampling error when generalizing each zip code is plus or minus 6.3%~~percent~~. This survey is a snap shot in time, reflecting community priorities, values and issues relevant to developing a new General Plan.

In the General Plan 2030 survey, respondents were asked an open ended question of what single most important thing would they look for or want in a city they were choosing to move to. The top responses included:

- 13% ~~percent~~ good schools
- 12% ~~percent~~ open space
- 9% ~~percent~~ proximity to friends/family
- 9% ~~percent~~ public safety
- 7% ~~percent~~ family values, activities
- 7% ~~percent~~ access to mass transit
- 6% ~~percent~~ restaurants/nightlife

When asked an open ended question of what would make Tempe less desirable, the top responses included

- 26% ~~percent~~ Increase in crime
- 18% ~~percent~~ Too crowded, grows
- 10% ~~percent~~ Traffic increases
- 6% ~~percent~~ Taxes, cost of living increases
- 5% ~~percent~~ ASU not in Tempe
- 4% ~~percent~~ Neighborhoods decline

When asked an open ended question of where respondents would like to see growth occur:

- 25% ~~percent~~ preferred the Town Lake area
- 19% ~~percent~~ preferred the North Tempe area north of the 202 freeway
- 18% ~~percent~~ preferred Downtown Tempe
- 15% ~~percent~~ preferred Apache Boulevard and
- 10% ~~percent~~ preferred South Tempe

When asked a series of questions to rank the priority of a list of the types of jobs respondents would like to see in Tempe, what types of jobs respondents would like to see in Tempe, the following were given the following high or medium priority:

- 93% ~~percent~~ Technology and Research
- 71% ~~percent~~ Hospitality like Hotels, Restaurants and Resorts
- 56% ~~percent~~ Financial Services, Real Estate and Insurance
- 56% ~~percent~~ Entry Level jobs that require little training or skills

When asked who should have the major responsibility for encouraging and planning the development of housing for special needs populations like students, the elderly, or the physically or mentally handicapped, respondents responded thought that 62% ~~percent~~ ~~felt~~ ~~believed~~ this was the City of Tempe's responsibility, 23% ~~percent~~ ~~felt~~ ~~believed~~ it was private industry responsibility, and 15% ~~percent~~ didn't know.

Respondents were asked a series of questions, and asked to rank each issue with a low, medium or high priority. ~~Below are the~~ The combined high and medium priority responses to issues related to land use follow:

- 91% ~~percent~~ of respondents consider stabilizing neighborhoods by encouraging people to maintain and improve their property as a priority
- 89% ~~percent of respondents~~ consider infill and reuse of vacant land or buildings as a priority
- 82% ~~percent of respondents~~ consider small offices like law, medical, dental and financial services a priority
- 80% ~~percent of respondents~~ consider the need for more affordable housing a priority
- 75% ~~percent of respondents~~ consider large office use development a priority
- 75% ~~percent of respondents~~ consider encouraging different types of land use throughout the City a priority

~~73%percent of respondents~~ consider entertainment and recreational facilities a priority
~~72%percent of respondents~~ consider retail stores and shops a priority
~~72%percent of respondents~~ consider neighborhood businesses like dry cleaners, grocery stores and day care centers a priority
~~71%percent of respondents~~ consider restaurants a priority
~~66%percent of respondents~~ consider promoting high-density residential development only in specific areas as a priority
~~54%percent of respondents~~ consider hotels and resorts a priority
~~44%percent of respondents~~ consider industrial facilities for manufacturing or warehousing a priority
~~30%percent of respondents~~ consider an 18-hole championship golf course a priority

With regard for environmental issues, ~~respondents~~ were asked what was the single most important environmental issue, below are the top five responses to this open-ended question:

~~41%percent~~ Air Quality
~~25%percent~~ Water Quality
~~9%percent~~ Traffic
~~8%percent~~ Noise
~~8%percent~~ Pollution in general

With regard for safety issues, residents were asked what their single most important safety concern was, below are the top five responses to this open-ended question:

~~27%percent~~ Traffic, Speeding
~~25%percent~~ Crime in general
~~18%percent~~ Adequate Police Protection
~~7%percent~~ Home Burglary
~~5%percent~~ Gangs

This survey information was provided by the Community Design and Development Division of the Development Services Department.

~~{this section moved}~~

~~The statistics and demographics in this section provide a snap shot in the time that the General Plan 2030 was developed. The issues identified by residents are the focus of different elements within the plan. The growth areas identified by residents are all identified as growth areas within the plan. As the top priority of residents, neighborhood issues are addressed in almost every element. Several elements address infill and reuse of vacant land or buildings as a priority. Economic development focuses on provision of goods and services as well as employment opportunities identified in the survey. Affordable housing and human services have been given a higher priority than previous plans, reflecting community concerns for these issues. Residential density is being identified on a separate map, showing specific areas planned for high density, based on projected land uses. Transportation planning is integrated into land use planning through the Comprehensive Transportation Plan, addressing community concerns about traffic.~~

~~The General Plan 2030 survey helped define quality of life issues important to citizens. If choosing to move to another city, Tempe residents would look for good schools, open spaces, proximity to friends, safety, family activities, access to mass transit, restaurants, access to freeways, central location, and a small town atmosphere. These are all things considered of high value to the quality of life in Tempe. Things that would make Tempe a less desirable place to live include increased crime, overcrowding, increased traffic, increased taxes/cost of living, if ASU was not part of Tempe, neighborhood decline, indoor and outdoor air quality decline and the City not being kept clean.~~

The types of development citizens identified as not wanting to see in Tempe included industrial, high rises, high density residential, no further development of any kind, adult stores, any sports venues or arenas. With Tempe's position as a land locked community, the desire for no further development places a high financial burden on the current population to maintain the level of services and amenities provided. Tempe's budget requires that current revenues are sufficient to support current expenditures, including sufficient levels of maintenance and replacement dollars. As of 2002, 54.9% of Tempe's revenue came from local sales tax, 5.4% from charges for services, and 5.3% from property taxes. Surrounding cities compete for sales tax; the burden of sales tax relies heavily on visitors to Tempe, especially if residents shop outside of Tempe. Water, refuse collection and golf are all services which charge users; these revenues are usually tied to the operations and maintenance of the facilities providing services, which limits this revenue source for other expenditures. With no new land to add to property tax income, the only possible increase to revenue would come from property tax increase. It is with this financial reality, that the General Plan has been developed to preserve the quality of life in Tempe.